



July 2013

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## Brazil - A Hotbed of Activity

Sales in shopping malls throughout Brazil grew 10.65%, with revenues of R\$ 119.5 billion (c. US\$ 60 billion) in 2012. Christmas purchases grew 15% as against the same period in 2011. The good performance of the retail sector was attributed to the low level of unemployment, growth in wages and to the offer of credit, which remains at significant levels in Brazil. Expectations are that sales should continue up and may grow 12% in 2013.

The Brazilian consumer market is currently the 8th largest in the world and it is expected to become the fifth by the end of the decade, surpassing France, England and Italy. According to the Shopping Centers Association (ABRASCE), the demand for articles at Christmas was greater in the sectors of youth fashion, telephony, cosmetics and toys. Throughout the year, however, the highlights were trade in the food courts, leisure, jewelry and shoe shops.

According to a survey by McKinsey, within a decade the Brazilian consumer market will almost double in size from 2.2 trillion to 3.5 trillion. In 2020 Brazilians will consume as much pasta as Italians and three times more beer than Germans. Brazil is also expected to have the third largest car market in the world.

With business stimulated by greater income of Brazilians, 27 new shopping malls were opened last year, increasing the number of purchase centers in the country to 457. This was the greatest growth over the last 13 years. From 2011 to 2012 Brazil was picked for the expansion of international retailers such as TopShop, Sephora, Lanvin, Mil Mil and Cescosud. During the same period, Walmart and Starbucks also reported expansion.

Sources: <http://veja.abril.com.br/noticia/economia/vendas-de-shoppings-no-brasil-crescem-10-6-em-2012>; [www.exame.com](http://www.exame.com)

## Upcoming Events

### Register Now! [Wisconsin Global Trade Conference](#)

August 12/ Blue Harbor Resort/ Sheboygan, WI

The Lakeshore International Networking and Knowledge exchange (LINKe) is hosting this very first annual global trade conference. Attend to learn more about the basics of Exporting, Export/Import Compliance, Trade Finance, Logistics & Transportation and more!! For more information, call 920.693.1708 or email [global.education@gotoltc.edu](mailto:global.education@gotoltc.edu) or visit: <http://gotoltc.edu/wisconsinglobalconference/>

**International Trade and Commerce Roundtable** with Representative Chad Weininger, the Chair of the Assembly Committee on International Trade and Commerce.

August 15/ Green Bay Chamber of Commerce Boardroom/ Green Bay, WI

Hosted by the Green Bay Chamber of Commerce and Advance, this



event is open to small and large businesses, and those who are looking to get into the international market or those companies already in the international market looking to expand. To RSVP, please contact Representative Weininger at 608-266-5840 or email at [Rep.Weininger@legis.wi.gov](mailto:Rep.Weininger@legis.wi.gov).

#### **Madison International Trade Association: Transportation Logistics**

*September 10/ Madison Marriott West, Middleton, WI*

Cost of Admission : \$25 Special for Members/ \$40 for Non-Members

Start MITA's 2013/2014 program year with a discussion of packaging, shipping, and how changes at various ports will affect movement of your goods out of and into the United States.

#### **Save the Date: Food and Agricultural Focused ExporTech™**

*October 22/ Holiday Inn, Manitowoc, WI*

ExporTech™ helps companies enter or expand in global markets. The program assists participating companies in developing an international growth plan, provides experts who will vet their plans, and connects the companies with organizations like yours that will help them move quickly beyond planning to actual export sales. These particular sessions focus on food, feed and agricultural products. Contact: Lisa Stout, Phone: 608-224-5126, Email: [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov)

## **Export Resources**

### **Get reimbursed for participating in a trade show!**

Businesses interested in promoting their products in international markets can tap into federal funds to supplement their promotional activities. In most cases, the funds provide for partial reimbursement (up to 50 percent) of approved activities such as international advertising, the development, translation and distribution of promotional materials, and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement.

For more information, contact:

[U.S. Livestock Genetics Export \(USLGE\)](#) - Livestock/genetics inquiries

[Food Export - Midwest](#) - Food inquiries

[Wisconsin Economic Development Corporation \(WEDC\)](#) - all other inquiries.



STAY CONNECTED:

